

## Message Text

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ACTION CU-04

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E.O. 11652: N/A

SUBJECT: "PHOTOGRAPHY-USA" EXHIBIT FOR BULGARIA

1. SUMMARY. ON JULY 15 DCM, P&C OFFICER AND PROJECT DIRECTOR SUIB MET WITH AMBASSADOR TOSHKOV, ACTING HEAD MFA CULTURAL COOPERATION DEPARTMENT, REGARDING PROPOSED "PHOTOGRAPHY-USA" EXHIBIT FOR SOFIA AND PLOVDIV UNDER CULTURAL-SCIENTIFIC EXCHANGES AGREEMENT. BULGARIANS INITIALLY COOL TO "ANOTHER" PHOTOGRAPHIC EXHIBIT BUT FOLLOWING BRIEFING BY US SIDE BULGARIANS MORE RECEPTIVE. TOSHKOV EXPRESSED INTEREST, MFA AND COMMITTEE OF CULTURE WILL DISCUSS "PHOTOGRAPHY-USA" WITH "COMPETENT" AUTHORITIES, AND INFORM EMBASSY OF DECISION. PROSPECTS APPEAR PROMISING. END SUMMARY.

2. AMBASSADOR TOSHKOV RECALLED JULY 13 MEETING WITH DCM RE "PHOTOGRAPHY-USA" EXHIBIT AT WHICH HE STATED BULGARIA'S HOPES TO RECEIVE HIGH-QUALITY AMERICAN ARTISTIC EXHIBIT ON COMPARABLE LEVEL TO THRACIAN ART EXHIBIT. TOSHKOV CITED RECENT FOREIGN EXHIBITS IN BULGARIA, SUCH AS SCYTHIAN, CELTIC, AND MEXICAN ARCHAEOLOGICAL. DCM EXPRESSED SYMPATHY FOR THIS THINKING BUT CITED DIFFICULTIES OF ORGANIZING SUCH AMERICAN UNCLASSIFIED

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ARTISTIC EXHIBIT PRIOR TO 1979, I.E. DURING PERIOD OF CURRENT PROGRAM. DCM SAID SUIB WOULD INFORM WASHINGTON OF BULGARIAN PREFERENCES.

3. SUIB MADE EFFECTIVE PRESENTATION FOR "PHOTOGRAPHY-USA" EXHIBIT, PREVIOUSLY IN YUGOSLAVIA AND ROMANIA AND CURRENTLY IN USSR. HE STRESSED USIA PLANNING IS LONG-

RANGE, RECALLED HIS VISIT HERE TWO YEARS AGO WHEN HE BRIEFED BULGARIANS ABOUT "PHOTOGRAPHY-USA" AND CONDUCTED SITE SURVEY IN SOFIA. SUIB SAID EXHIBIT WILL BE RE-FURNISHED, SCALED DOWN TO 500-600 SQ. M., AND ADAPTED FOR BULGARIA FOR 1978, TO REFLECT LESS HARDWARE AND MORE CULTURAL AND AESTHETIC. HE DESCRIBED AND DISTRIBUTED PHOTOS OF VARIOUS SECTIONS OF EXHIBIT AND MENTIONED THAT TWO AMERICAN SPECIALISTS WOULD CONDUCT "WORKSHOPS." SUIB LEFT WITH BULGARIANS VARIOUS MATERIALS, INCLUDING CONCEPT PAPER, CATALOGUE, AND RUSSIAN LANGUAGE BROCHURE.

4. SUMMING UP, DCM ACKNOWLEDGED "PHOTOGRAPHY-USA" WAS DIFFERENT FROM THE FOREIGN EXHIBITS TOSHKOV MENTIONED. HE POINTED OUT EXCHANGES AGREEMENT COVERS BOTH CULTURAL AND SCIENTIFIC COOPERATION AND THIS EXHIBIT HAS ELEMENTS OF BOTH, DEALING WITH CONTEMPORARY LIFE AND WITH EMPHASIS ON INDIVIDUAL CREATIVITY. APPARATUS IN EXHIBIT SIMPLY ILLUSTRATIVE OF HOW MACHINERY USED TO PRODUCE PHOTOS.

5. THOUGH TOSHKOV AND COMMITTEE ON CULTURE REPRESENTATIVE IVAN DIMITROV, ALSO PRESENT AT MEETING, WERE INITIALLY SKEPTICAL, FOLLOWING PRESENTATION THEY SEEMED GENUINELY IMPRESSED WITH THE EXHIBIT. CULTURAL ESTABLISHMENT HERE IS VERY TRADITIONALIST AND THINKS OF "CULTURAL UNCLASSIFIED

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EXHIBIT" EXCLUSIVELY IN FINE ARTS TERMS SO THERE ARE STILL HURDLES TO CLEAR BUT WE ARE OPTIMISTIC RE FINAL APPROVAL.

6. NOT DISCUSSED WITH BULGARIANS BUT OF CONCERN TO EMBASSY IS BROCHURE. WE NOTE THAT PROPOSED "PHOTOGRAPHY-USA" BUDGET DOES NOT EARMARK FUNDS FOR BROCHURE SUPPLY. WHILE RUSSIAN LANGUAGE BROCHURE IS MORE EXPENSIVE 64 PAGES PLUS COVER, SATISFACTORY BULGARIAN LANGUAGE VERSION CAN BE HALVED -- I.E., 32 PAGES PLUS COVER. WE HAD WITNESSED WITH CHAGRIN GREAT DEMAND "" WHICH WE WERE UNABLE TO SATISFY -- FOR AMERICAN MATERIALS AT "REFLECTIONS" EXHIBIT AND ON OTHER OCCASIONS. "PHOTOGRAPHY WILL BE OUR FIRST EXHIBIT UNDER NEWLY-SIGNED CULTURAL-SCIENTIFIC EXCHANGES AGREEMENT. WITH OUR LIMITED PROGRAMMING OVER THE YEARS BULGARIANS HAVE HAD PRECIOUS LITTLE OPPORTUNITY TO OBTAIN AMERICAN MATERIALS. HERE WE HAVE GOLDEN OPPORTUNITY TO ENHANCE PROGRAM EFFECTIVENESS BY SUPPORTING THEMES OF EXHIBIT AND GIVING VISITORS SOMETHING TANGIBLE. BROCHURE WILL BE PRIZED AND PASSED THROUGH NUMEROUS HANDS THROUGHOUT BULGARIA, THUS HAVING MULTIPLYING PROGRAM

EFFECT. EMBASSY REQUESTS IN STRONGEST TERMS THAT  
AGENCY PROVIDE ADDITIONAL FUNDS TO PROJECT BUDGET  
FOR PRINTING OF 100,000 BULGARIAN LANGUAGE BROCHURES.  
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